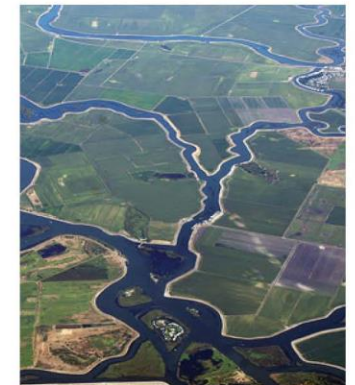




Delta Branding Effort

Delta Conservancy Board Meeting
May 28, 2014





Phase 1: **Research**

172



HOURS OF
RESEARCH



9

PIECES OF
PEANUT BUTTER
BREAD EATEN AT
AL DE WOPS



7 DIFFERENT
BRIDGES
CROSSED



2



2

FOCUS
GROUPS
HELD

DISCOVERY
GROUPS HELD



188

PHOTOS TAKEN

26



ONE-ON-ONE
INTERVIEWS

3

- Wilson Vineyards
- Bogle Vineyards
- Miner's Leap Winery
- Old Sugar Mill Wineries

7

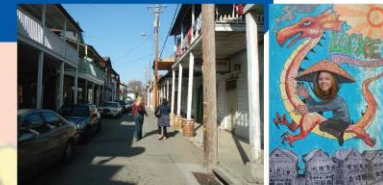
- Yolo Basin Foundation
- Suisun Marsh
- Recreational Boaters of California

4

- Snug Harbor
- Willow Berm Marina
- Delta Loop: Willow Berm Marin, Korth's Pirate Lair, Owl Harbor Marina

1

- Al the Wop's Saloon and Restaurant
- Strange Cargo



2

- Ryde Hotel
- Grand Island Mansion
- Guisti's
- Walnut Grove Japanese American Historic District
- Miyazaki Bathhouse
- Walnut Grove Chinese American Historic District
- North Delta Discovery Meeting
- Marketing Your Delta Business Workshop

5

- Discover the Delta Foundation



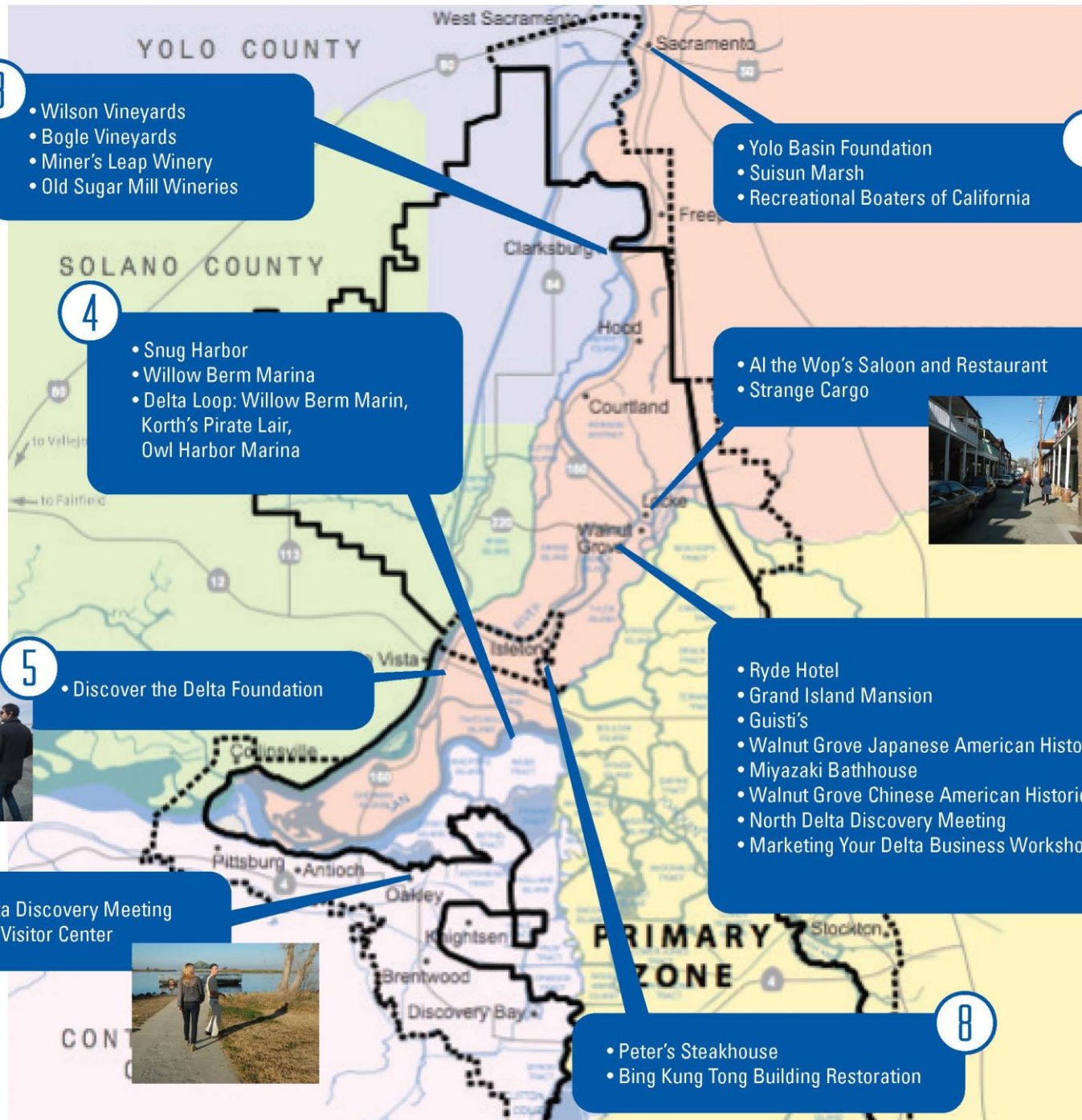
6

- South Delta Discovery Meeting
- Big Break Visitor Center



8

- Peter's Steakhouse
- Bing Kung Tong Building Restoration





Phase 2: **Design**

Humble  Active
Sense of small town community

Calm **Friendly** Open
Water Quiet

Scenic **Natural** Surprising
Serene **Balance**

Natural Playground

Key Attributes



Wine



Fish and Game



Wildlife



Water Activities



Outdoor Recreation

Visuals & Symbols



Native Birds



Mount Diablo



Bridges



Fish



Sunsets



California Waterways

At the heart of California, the Delta is an undiscovered place to escape, explore and wander. Rare and special – an abundance of natural resources, to be cared for and appreciated.





SACRAMENTO • SAN JOAQUIN

DELTA

ADDITIONAL
TEXT HERE



SACRAMENTO | SAN JOAQUIN

DELTA

ADDITIONAL
TEXT
HERE



SACRAMENTO | SAN JOAQUIN

DELTA

ADDITIONAL TEXT HERE





1



2



3

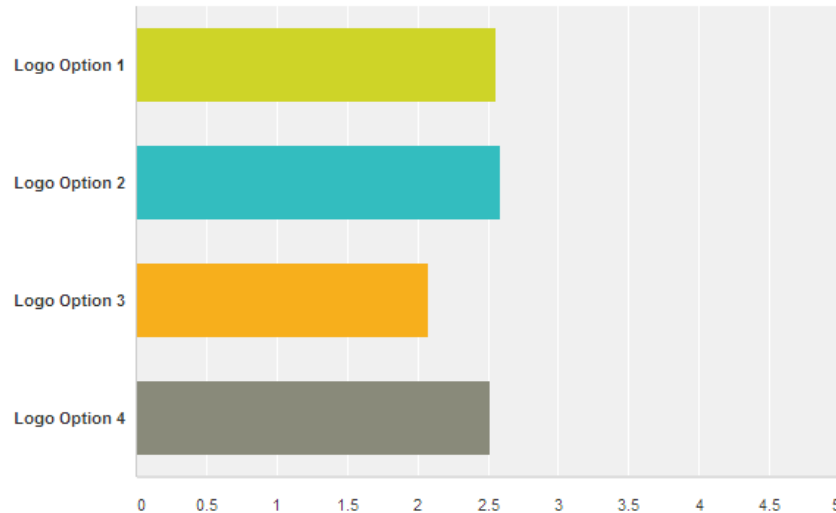


4

Stakeholder Survey

Rate these 4 logos in order from least favorite (1) to most favorite (4)

Answered: 185 Skipped: 8



| | Least Favorite | Third Favorite | Second Favorite | Favorite | Total | Average Rating |
|---------------|----------------|----------------|-----------------|--------------|-------|----------------|
| Logo Option 1 | 21.43% 39 | 24.18% 44 | 31.32% 57 | 23.08% 42 | 182 | 2.56 |
| Logo Option 2 | 20.65% 38 | 26.09% 48 | 26.63% 49 | 26.63% 49 | 184 | 2.59 |
| Logo Option 3 | 38.80% 71 | 28.42% 52 | 18.58% 34 | 14.21% 26 | 183 | 2.08 |
| Logo Option 4 | 31.52% 58 | 16.85% 31 | 19.57% 36 | 32.07% 59 | 184 | 2.52 |